1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans- TotalVisits

Total Time spent on the website

Lead Origin\_Lead Add Form

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Ans - Lead Origin\_Lead Add Form

Last Activity\_Had a phone conversation

Lead Source\_Welingak Website

1. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

Ans- Target leads who spend time on X-Education, repeatedly visit the site, and have

references are more likely to convert. Interns should emphasize competitive points and

highlight X-Education's superiority. Students, though less likely to convert due to

industry-based courses, can be motivated to ensure industry readiness upon completion.

1. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company’s aim is to not make phone calls unless it’s extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Ans- 1. Avoid focusing on unemployed leads as they may not have the necessary budget

to invest in the course.

2. Focus on students as they are already studying and may not be willing to enroll in a

course specifically designed for working professionals early in their tenure.